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## ANALYSIS OF INTEREST FOR DEVELOPMENT OF DIGITAL BUSINESS DEPARTMENT AT DIPLOMA II LEVEL AT THE PROFICISIONAL INSTITUTO SÃO JOÃO BATISTA TIMOR LESTE IN 2024

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### ABSTRACT

*This study aims to assess the interest of Timorese people in the development of digital business knowledge at the higher education level, especially in facing the digitalization era of industry 4.0 which has affected global marketing. The development of digital technology, such as the digital economy, internet economy, and knowledge-based innovation, is an important foundation in this study. The research method used is descriptive qualitative, with data collection techniques including in-depth interviews, online and offline questionnaires, field observations, document analysis, and focus group discussions (FGDs). Data was collected to prove the community's interest in the plan to open a Digital Business major at Instituto Profissional Sao Joao Batista (IPJB) Dili. The results showed that of the 387 respondents interviewed and observed in 14 districts, including the Oecusse region, the majority (57.4% or 222 respondents) approved of the opening of the major, while only 0.5% (2 respondents) disagreed. Respondents also showed a good understanding of the internet and digital marketing, with dominant use of the internet for activities such as online shopping, online sales, and academic and personnel needs. Based on these findings, it is concluded that the implementation of digital business is essential to improve the quality of human resources and support the growth of a modern economy in the industrial era 4.0, especially for the younger generation in the future.*

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## INTRODUCTION

In the current era, digital technology is very familiar to people of all ages in utilizing digital technology effectively and can have a positive impact on its users, Progress and evolution in the world of digitalization in this day and age are very important for the digital business transformation system, effectively and efficiently in order to contribute to significant economic development, to ensure a sustainable economic system Digital Economy, Internet Economy, Web Economy, Digital-Based Economy, New Economy Knowledge No Innovation Economy

The era of the Industrial Revolution 4.0 has brought significant changes in the international business model. This transformation is driven by the integration of advanced technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), and automation, Some of the characteristics of international business models in this era include: digital interconnection where international businesses are increasingly connected through digital platforms that enable cross-border collaboration without physical barriers, improved operational efficiency and supply chains through technology that can reduce costs and improve Productivity; the formation of an interconnected business ecosystem in the form of cooperation with global partners to create added value.

Investment in the quality of education for the millennial generation for the future of Timor Leste is very important starting from now, it is known that the utilization of digital technology in the era of globalization is a very golden opportunity for the progress of a nation, this statement is based on the constitution of Timor Leste, Article 59 paragraph (1) which states that the government recognizes all activities and the existence of educational institutions in Timor Leste and refers to the 2030 agenda on objectives development of sustainability (ODS) regarding the sustainability of education development that has been determined in an inclusive and equitable manner, as well as based on the National Strategic Plan of Education (NESP) 2011-2023. Likewise, on February 26-29, 2024, Timor Leste officially became a member of the World Trade Organization (WTO), with the aim of establishing trade between countries to become more open, prosper the global community and solve international economic problems, especially Timor Leste's economic growth through the economic transformation and economic science and technology sectors.

Although the TL education system has been recognized nationally and internationally, it should be noted that there are still various obstacles and factors that affect the development of the quality of higher education, including, the regulations governing the higher education system have not accommodated the basic needs of universities, the allocation of government assistance funds for universities is still very limited for the purpose of improving human resources, infrastructure, learning facilities and the need for investment in the field of information technology are still low so that it greatly affects our competitiveness in the market industry.

Based on some of the above, as well as advances and information technology for the use of digitalization business for industry and economic needs, it is very interesting for Fundação PIGU de Caridade to conduct this research on "Analysis of Interested Persons for the Development of Digital Business Majors at the Diploma II Level at the São João Batista Timor Leste Professional Institute in 2024", this research was also carried out on the basis of Despacho Ministerial N.º 090/GM/MESCC/II/2020 Aprova o Caderno Padrão para o Licenciamento de Instituições de Ensino Superior no DL N.º 3/2022, de 12 de janeiro, and involves several important informants, namely the government, churches, non-governmental organizations, academics, students, small and medium enterprises.

This study aims to determine the level of interest of the people of Timor Leste, especially small and medium business actors, in the development of the Digital Business department at IPJB Dili, as well as analyze their understanding and ability to use the internet for daily business, educational, and economic needs. In addition, this study also wants to measure the extent to which people understand the economic system and digital marketing in an effort to improve their business and business. The results of this research will be a reference for IPJB Dili in opening a Digital Business diploma II major in 2025.

### **RESEARCH METHOD**

The data collection technique in this study is designed to obtain in-depth information about the interest of the Timorese people in the development of the Digital Business department at IPJB Dili. The methods used include in-depth interviews, filling out online and offline questionnaires, direct observation in the field, document analysis, and focus group discussions (FGD). These techniques were chosen to ensure that the data collected was comprehensive and could be used as valid evidence in the study.

Meanwhile, the data analysis technique used refers to Bogdan's approach in Sugiyono, which involves a systematic process in organizing data from interviews, field notes, and other sources so that it is easy to understand and convey. Qualitative data analysis is inductive, starting from the data collected. According to Miles and Huberman, data analysis consists of three stages that run simultaneously, namely data reduction, data presentation, and conclusion drawing or verification. This approach ensures that research is structured and the results are accountable.

## **RESULT AND DISCUSSION**

### **Informant Analysis and Research Results**

#### *General description of the informant*

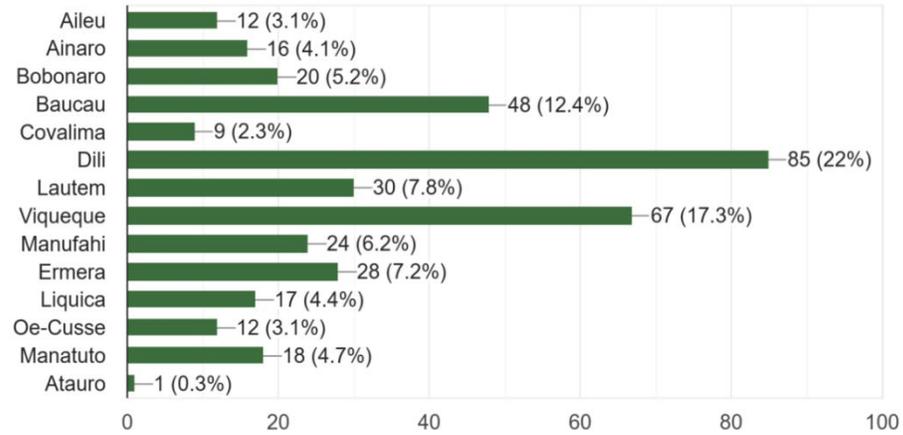
At this stage, the researcher explained in general the number of informants who contributed opinions and contributions to this study with the title "*Analysis of Interested Persons for the Development of the Digital Business Department at the Diploma II Level at the São João Batista Timor Leste Professional Institute in 2024*", totaling 387, consisting of 14 districts including the regional capital of Oecusse, an indicator used by the researcher in collecting important information related to With the title of the research above, there are three (3), namely; (1) how much knowledge the informant has about the use of the internet, (2) how far the informant understands digital marketing and (3) how far the informant understands about digital business.

From the results of this study, the researcher also concluded that the participation of informants who also gave answers and contributed in this study amounted to 387 informants and the more dominant consisted of Dili Regency with the number of informants 85 (22%), viqueque with the number of informants 67 (17.3), and Baucau with the number of informants 48 (12.4%), as shown in the graph below:

*a. Number of Informants from 14 districts including the regional capital of oecusse*

Munisipiu

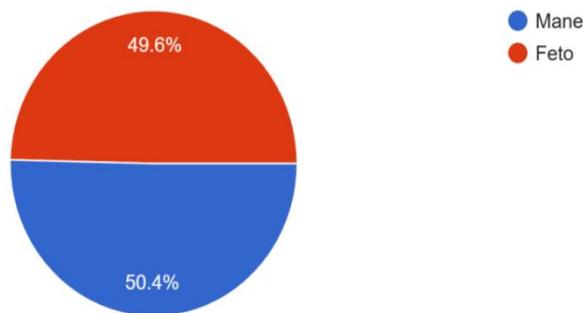
387 responses



*b. Informants based on gender*

Seksu

387 responses



Based on the above results, it shows that the participation of male informants is more dominant with the number of informants 195 (50.4%) while the female gender is 192 informants (49.6%).

## Research Results

The process and evolution of the digitalization world today is very important for changes in business systems that are more applicable quickly and modernly in our daily lives. Digital business has a significant impact on the growth of advanced and developing economies in an efficient and effective manner and contributes to time savings much more efficiently for entrepreneurs. The development of digital business really provides motivation and guarantee of economic sustainability to the traditional system to become a digital economy, internet economy, web economy, digital-based economy, new economy knowledge no innovation economy

Good investment will have a good economic impact on the people of Timor Leste, especially diversification and economic well-being of the community through the improvement and implementation of the economic digitalization system, the contribution and growth of the e-strategy industry sector even though it is in the process of growth, but based on data from the Ministry of Economy or called SERVE. IP, shows that 25,851 small and medium enterprises have currently adapted to the advancement of digitization technology even though they still experience several obstacles, such as online registration, online payments and online product sales. On the other hand, to improve the services and application of the government digitization system through TIC Timor, efforts are currently being made to improve and develop a modern application system that can be beneficial for government and private institutions to provide effective and efficient solutions for services to the community and make it easier for all groups to access important information, such as the process of electronic passport processing, tax payments, digitization of personnel data, government websites and the private sector.

Based on the basis of the thinking and process of modern digitalization progress above, Fundação PIGU de Caridade and Instituto São João Batista, are committed that, it is very important in Timor Leste to open opportunities for the younger generation to improve their skills and expertise in the field of digital business through the Instituto Profissional São João Batista (IPJB) Dili, Diploma II Level. This commitment is based on the results of research with a total of 387 informants, with online and offline methods through a list of questions consisting of three (3) indicators, namely; (1) understanding and knowledge of the internet, (2) knowledge of digital marketing and (3) knowledge/interest in digital business carried out in 14 districts including the Oecusse regional area, indicated that the more dominant answer in favor of the Institut Profisioanal Sao Joao Batista (IPJB) Dili was 222 respondents or equivalent to (57.4%) when compared to respondents who did not agree with only (2) respondents or equivalent to (0.5%). On the other hand, it should also be noted that the statements of several answers based on the list of

questions and existing indicators, also show that respondents who have the ability and knowledge of the use of the internet are also dominant in their daily needs, including online shopping, online selling, and the use of the internet for academics and employees. Thus, based on the results of this research and discussion, it can be concluded that in order to improve quality human resources for the sustainability of the modern community economy in the industrial era 4.0, the implementation and application of digital business is very important for the future of the young generation of Timor Leste in the future.

### **CONCLUSION**

Based on the results of the research and discussion above, the research team in this study concluded several important points that will be a reference in the implementation of digital business programs, including: 1. To improve the quality of human resources in the field of business digitalization for sustainable economic growth, it is very important for Timor Leste to develop digital business education at the university level, especially at the São João Prosteional Institute Batista (IPJB) Dili. 2. The era of the Industrial Revolution 4.0 has brought significant changes in the international business model, for this reason it is very important for Timor Leste to prioritize the advancement of information technology for the needs of the nation and state as investment capital that is very meaningful for the future of the young generation. 3. The study conducted in 14 districts, including the Oecusse regional area, showed that the more dominant answer in favor of the Instituto Profisioanal São João Batista (IPJB) Dili was 222 respondents or equivalent to (57.4%) when compared to respondents who disagreed with only (2) respondents or equivalent to (0.5%).

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